

Abel Endeshaw

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SUMMARY

Product-focused professional with 4+ years of experience across SaaS product design and software delivery, translating customer problems, business goals, and technical constraints into clear product requirements and scalable experiences. Experienced in product discovery, feature prioritization, workflow definition, stakeholder alignment, and cross-functional delivery across web and mobile products. Combines strong UX expertise with front-end technical fluency to communicate effectively with customers, designers, engineers, and business stakeholders from ideation through launch and continuous improvement.

EXPERIENCE

Senior Product Designer

Dec 2024 – Present

IE Network Solutions

Addis Ababa, Ethiopia

- Owned product discovery and end-to-end experience definition for Selamnew Workspace, a SaaS platform serving **800+ users**, translating customer and stakeholder needs into prioritized requirements across OKR Planning, Employee Management, Compensation & Benefits, CFR, and reporting dashboards.
- Partnered with stakeholders and engineers to prioritize improvements across onboarding, approval workflows, OKR management, and complex form-based processes, contributing to a **40% increase in user engagement** and **200 additional active users** in one month.
- Converted user research and product feedback into clear workflows, feature requirements, prototypes, and implementation guidance, increasing user satisfaction by **30%** through simpler and more focused multi-step experiences.
- Led the product experience rebuild across **30+ screens**, aligning accessibility, theming, interaction patterns, and reusable components into a WCAG **2.2** AA-compliant system supported by Figma variables, design tokens, and delivery documentation.
- Maintained continuous alignment with engineering through structured handoffs, requirement clarification, design reviews, and asynchronous collaboration throughout implementation.
- Established recurring customer-feedback loops to validate product decisions, identify improvement opportunities, and keep product development aligned with user and stakeholder expectations.

Front-End Developer

Mar 2023 – Dec 2024

Churchme

United States (Remote)

- Shaped and delivered an end-to-end polls feature by defining operator and end-user journeys, interaction states, edge cases, responsive behavior, and multi-step creation workflows, increasing user engagement by **20%**.
- Collaborated with product and engineering stakeholders to assess technical feasibility, refine implementation details, and deliver production-ready front-end functionality.
- Researched and implemented notification updates using Firebase Cloud Functions, reducing development time by **20%** while improving delivery efficiency.

Product Designer & Mobile Developer

Feb 2022 – Feb 2023

Gotech Technologies

Addis Ababa, Ethiopia

- Led discovery and product definition for a mobile inventory management system by identifying user needs, mapping workflows, and translating operational requirements into intuitive product experiences.
- Conducted user research and developed a SaaS product proposal that aligned customer needs, business value, and solution scope, helping secure a **\$320,000 grant**.
- Partnered closely with engineers to refine and deliver improvements for the Ezzihu social media application, increasing visual quality and responsiveness by **30%** and reducing bug reports by **30%**.

EDUCATION

Addis Ababa Science and Technology University

Bachelor of Science in Software Engineering

Addis Ababa, Ethiopia

Feb 2018 – June 2022

CONTINUING EDUCATION

CalArts

Visual Elements of User Interface Design | [Certificate](#)

Coursera

Sep 2025

IBM

Introduction to UI/UX Design | [Certificate](#)

Coursera

Mar 2026

Anthropic

AI Fluency: Frameworks and Foundations | [Certificate](#)

Claude

May 2026

Anthropic

Introduction to Model Context Protocol | [Certificate](#)

Claude

Jun 2026

PRODUCT OWNERSHIP & TECHNICAL SKILLS

Product Ownership: Product Discovery, Product Strategy, Roadmap Planning, Feature Prioritization, Requirements Definition, User Stories, Acceptance Criteria, Backlog Refinement, Release Planning

Customer & Market Insight: User Interviews, Surveys, Usability Testing, Feedback Analysis, Persona Development, Customer Journey Mapping, A/B Testing, Product Analytics

Delivery & Collaboration: Agile/Scrum, Sprint Planning, Stakeholder Management, Cross-functional Collaboration, Design Reviews, Developer Handoff, Product Documentation

UX & Product Design: User Flows, Wireframing, Interaction Design, Prototyping, Responsive Web and Mobile Design, Workflow Optimization, Accessibility, Design Systems

Technical Fluency: HTML/CSS, JavaScript, React, Next.js, Tailwind CSS, Firebase Cloud Functions, Git

Tools: Figma, FigJam, Jira, Maze, Hotjar, Google Analytics, Adobe XD, Codex, Claude, Claude Code, Cursor, Stitch, Figma AI